

CMPU
INAUGURAL DELEGATES CONFERENCE
REPORT JAN 2015 – JUN 2016



CREATIVE MEDIA AND PUBLISHING UNION

CMPU LOGO:

The CMPU logo expresses the Creative Media and Publishing Union's goal to be the industry-wide union for the creative media, printing and publishing, and journalism sectors. The three icons represent the dynamic experiences brought forth by leaders from these three unique sectors, and collaborating closely to build a union that is a credible voice for the workers it represents. The logo personifies an all-inclusive union that is bold and confident, with a focus to elevate the industry standard and uplift the working lives of workers in these sectors.

CMPU MISSION:

- To foster strong Labour-Management relations
- Contribute towards a harmonious working environment
- Create win-win outcomes that meet the needs of management for business excellence and the interest of members' wellbeing.
- Represent members as a credible voice

President's Message



CMPU has grown in strength since our inception on 1 Jan 2015. We have grown in strength not only in membership growth, but also internal cohesiveness among the pioneer leaders from the former SPHEU (Singapore Press Holdings Employees' Union) and SNUJ (Singapore National Union of Journalists). The road has not been easy, as a new union venturing into new areas and establishing new relationships and network with companies and industry partners. It is through the efforts of our committed pro-tem members, as well as the strong support from our management partners. I sincerely thank the leaders for giving your full support and determination in building up this new union.

In this first term, there are a few areas that our executive committee will work on. Of utmost importance, is to continue to build our network and relationships with the companies within the creative and digital media sector, as well as grow our union leadership in order to serve and further the interests and benefits of our members.

Organisation Chart (January 2015- September 2016)



Creative Media and Publishing Union

NTUC Centre,
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One Marina Boulevard,
Singapore 018989
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E-mail: cmpu@ntuc.org.sg
Website: www.ntuc.org.sg/cmpu

Date of Registration
01 Jan 2015

Date of Affiliation to NTUC
26 Feb 2015

Term of Office
2015 to 2016

Advisors



Patrick Tay



Desmond Lee

Trustees



Cham Hui Fong



Lim Chin Siew



S Thiagarajan

Executive Committee



President
David Teo



General Secretary
Mindy Kwok
Sin Thang



General Treasurer
Latiff Mohideen
Ghani



Executive Secretary
Irene Low
Siew Lee



Member
Abdul Azis Ahmad



Member
Haslizan Sukarman



Member
Mohamed Abdul
Aziz Sahul Hamid



Member
Winson Tan
Kah Swee



Member
Waileen Song
Poh Choo



Member
Jacqueline Yik
Bee Li



Member
Neoh Kee Leng



Member
Arulnathan John



Principal Industrial Relations Officer
Wang Sini



Principal Industrial Relations Officer
Melissa Ng
Chai Yona



Industrial Relations Officer
Samuel Lim
Keng Hwee

CMPU Branches



SPH EMPLOYEES (SPHE)

SPH MAGAZINES

SNUJ

TIMES PROPERTIES

BUSINESS CONNECTIVITY

1. Care

At the heart of what we do, we want to Care for our working people by giving them a sense of assurance with the challenges they face today and tomorrow, and enabling them to have good jobs in positive working environments.

- Adopted from May Day Celebrations 2016: Care, Fair, Grow Is At The Heart
Of What We Do

CMPU believes in helping members in their time of need. Regardless of the type of support we can provide, CMPU hopes that every bit will add up to support our members along the difficult times. Below is a list of how we have helped.



NTUC GIFT – 5 members totaling \$24,500

<u>Name of deceased member</u>	<u>Date of disbursement</u>	<u>Amount disbursed</u>
Tan Lay Lee	Jul 2016	\$7,500
Tay Mah Soon	May 2016	\$7,500
Chua Chin Beng	Mar 2016	\$7,500
Sahriba Bee bte Meerasah (spouse)	Dec 2015	\$1,000
Mastura bte Mohamed Ali (spouse)	Jun 2015	\$1,000



CMPU Union Leaders gave out the NTUC Gift to members' family personally.

Family, Fun, Fiesta 2015 – 18 members benefited

CMPU believes in striking a meaningful balance between work and play. In 2015, 18 members benefited from the Family, Fun, Fiesta 2015; enjoying the activities and games organized by NTUC Care & Share Department.



CMPU Hardship Grant - \$500 disbursed in May 2015

Member, Wong Teck Siong took 6 months unpaid leave to take care of her 2 month old baby, diagnosed with multiple conditions such as infection and desaturation of blood. The baby was hospitalized for 18 days and chalked up medical bill of over \$7k. CMPU noted his situation and disbursed a hardship grant of \$500 to the member. Member was appreciative and the union continues to strive to take care of our members' needs and welfare.

SG Visit to SPH Print Centre on New Year Eve

NTUC Secretary General, Brother Chan Chun Sing visited SPH Print Centre during the eve of New Year on 2016. He wanted to visit the workers who are working hard in the middle of the night during a public holiday to produce the newspapers so the public gets to receive the news in the morning of New Year Day. Accompanied by CMPU key leaders, Brother Chan also visited the vendors that delivered the papers to various locations throughout Singapore.



Appreciating the Cleaners

CMPU jointly organized Lunch Appreciation for the cleaners with SPH to appreciate the hard work of cleaners every year. CMPU worked with U Care Centre to provide \$20 worth of Fairprice vouchers to the cleaners. On top of that, the SPH management also provided lucky draw prizes and goodie bag for the cleaners. The cleaners had a fun time relaxing and enjoying the food and lucky draw. Close to 200 cleaners benefitted from this event.



2. FAIR

On being Fair to workers, SG Chan said NTUC will continue to work closely with the Manpower Ministry to ensure that new employment models are fair to the new generation of workers.

- Adopted from Forging Ahead With Care, Fair And Grow

Industrial Relations

Enhancing Benefits & Uplifting Wages

During the period 2015 – 2016, CMPU had renewed collective agreements with our 4 branches and also signed a new collective agreement with a new branch. Various staff benefits such as job-related allowances, performance bonus schemes, re-employment policies and salary ranges had been enhanced during the renewal.

The enhancements of benefits at individual branches, coupled with the tighter working relationship between the management and the union, enabled members to enjoy a more supportive work environment. The union also negotiated annual increment for 2016 for our members to ensure wages are uplifted. Regular reviewing of benefits and discussion over individual grievance cases ensured a comprehensive support for the members.

Enhancements to Collective Agreements & Annual Increment

Branch	Key Enhancements	Ave Annual Increment 2016
SPHE (Includes SPH Production & SPH Clerical)	Changes to performance bonus scheme Increase in acting allowance and shift allowance 3% increase in salary ranges of some job grades; New salary range for hybrid position No wage cut at age 60, staff retire on birthday Improvement to Max Out Lump Sum payment	Around 3%
SPH Magazines	Changes to performance bonus scheme 3% increase in salary ranges Improvement to Long Service Award Included Parental Care Leave	Around 2.5%
SNUJ	Changes to performance bonus scheme 1.6-8.7% increase in salary ranges (various job grades) 15% increase in transport allowances	Around 3%

Branch	Key Enhancements	Ave Annual Increment 2016
Times Properties Pte Ltd	Change to performance bonus scheme Increase in shift allowance 3% increase in salary ranges	Around 3%
Business Connectivity	First CA as it is a newly unionized branch. Scope of representation is close 90% where only the Senior Management is excluded. 2 days of leave for employees to take Skillsfuture courses Maternity Leave: 16 weeks of paid leave + 8 weeks of unconditional unpaid leave (if needed)	NA



Engagement with Professionals, Managers and Executives (PMEs)

CMPU had made significant progress to bring PME into the union's folds. Over the past 2 years, the union has worked closely with the companies to increase awareness of union representation for PMEs. Companies have allowed union to present during the induction programme to recruit new hires, conduct regular roadshows for recruitment and also participate in membership video to encourage PMEs to join the union.

Strengthening Labour Management Relations

Strong Labour Management Relations (LMR) enables CMPU to work closely with our management partners to achieve win-win outcomes for our members. To strengthen LMR, CMPU holds regular dialogues and engagements with our management partners at the respective branch level. In 2015, the union invited the top managements of the branches to a union-management retreat where we discussed future directions and how union and management can collaborate to achieve common goals.



Recognizing Contributions to Labour Movement – May Day Awards

In recognition of our management who had made significant contributions to the Labour Movement, especially in promoting good industrial relations, workers' training and supporting membership growth, May Day Awards are conferred on them. May Day Awards are one of the most prestigious awards conferred upon companies.

CMPU is proud to have our management partner from SPH, Sister Mable Chan, Executive Vice-President, Human Resources, Administration & Times Properties, receive the Medal of Commendation Award. This bears testimony to the great LMR that CMPU has with the management.

Mable Chan Kam Man

Executive Vice-President
Human Resources, Administration & Times Properties
Singapore Press Holdings Ltd
Nominated by Creative Media and Publishing Union

Sister Mable Chan Kam Man is a good management partner who supports the work of the unions, engages the union leaders and maintains warm relations with the former Singapore Press Holdings Employees' Union and Singapore National Union of Journalists, which have since amalgamated into the Creative Media and Publishing Union (CMPU) in January 2015.

She has a willingness to understand the issues faced by union leaders and the employees they represent. When Singapore Press Holdings (SPH) decided to move towards a more performance-based bonus structure in 2012, Sister Mable personally engaged the union leaders very early and effectively addressed their concerns. She took time to explain the rationale or position taken by the management through regular meetings and adopted a gradual process in its implementation, resulting in greater buy-in from the union leaders and members.

Sister Mable is supportive of union activities and events. She takes the effort to maintain a good bipartite relationship with union leaders through her active participation in the union-management retreat and builds a shared vision between union and management. She also supports CMPU's outreach to new employees and membership recruitment exercises and strongly supports the union through the contributions to U Care funds.

In recognition of her outstanding contributions, the National Trades Union Congress is pleased to present Sister Mable Chan Kam Man with the Medal of Commendation Award.





3. GROW

We also want to Grow with our working people by helping them to progress in their careers and grow with us as one strong and inclusive Labour Movement.

- Adopted from May Day Celebrations 2016: Care, Fair, Grow Is At The Heart
Of What We Do

- A) MEMBERSHIP**
- B) LEADERSHIP**
- C) ENGAGEMENT**
- D) OUTREACH**

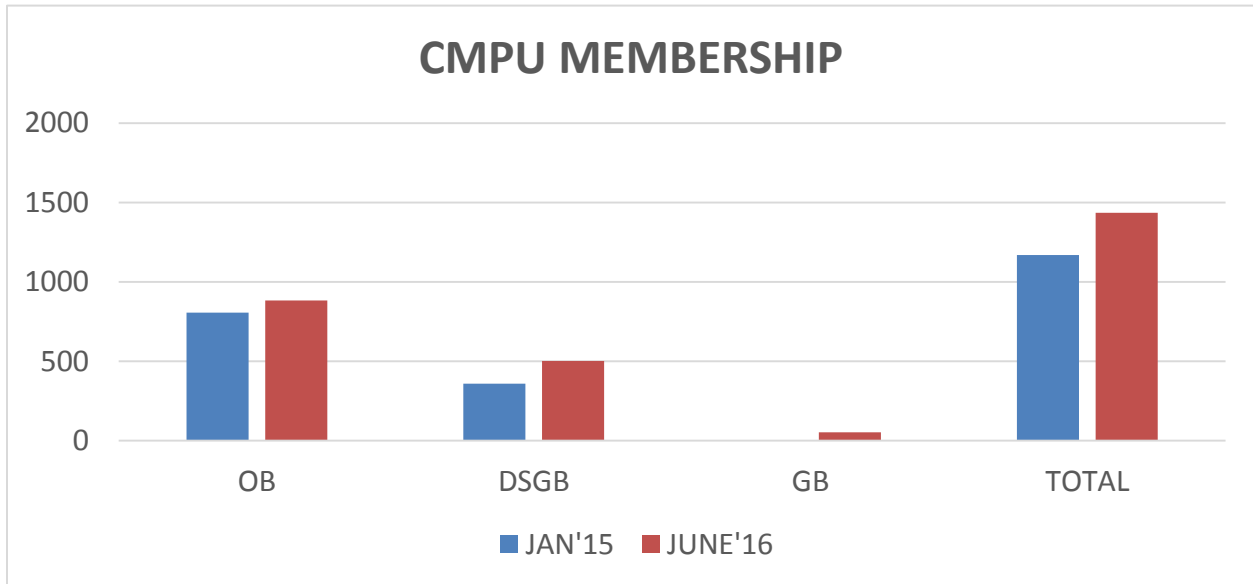
A) MEMBERSHIP

Membership Increase

CMPU was formed in January 2015 with 1,170 members and the union has grown to 1,436 members as at the end of June 2016. That translates to a 23% increase in overall membership growth. The table below shows the membership numbers.

	JAN 2015	June 2016	% Change
OB	807	883	+9%
DSGB	358	501	+40%
GB	5	52	+940%
TOTAL	1170	1436	+23%

CMPU Membership Chart

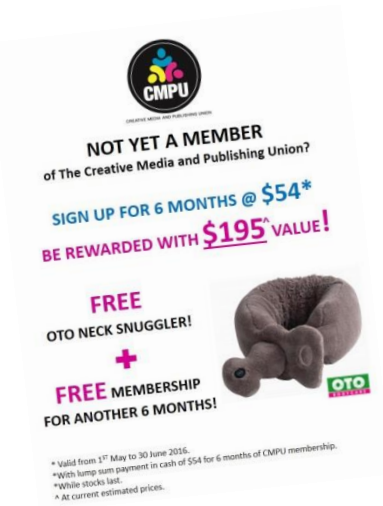


Recruitment Programmes

Being a young union, increasing our membership strength was another focal. We deliberated on various methods and implemented some approaches to attract new members.

Member-Get-Member (MGM) Programme

The union embarked on a MGM programme incentivising recruiters with \$10 per each new member recruited.



66OTO Programme

This is a special programme that was launched in May 2016. 66OTO programme rewards new members and incentivises current recruiters. A new member pays for 6 months of membership at \$54, and this new member will receive another complimentary 6 months' worth of membership plus a free OTO neck snuggler. Recruiters are also rewarded with the MGM programme plus a free OTO neck snuggler for every 10 new sign-ups.

Table presenting 66OTO new sign-ups:

CENTRE	NUMBER OF NEW MEMBERS (Aug'16)
MC	16
NC	23
PC	3
Total	42

Membership Video (featuring management)

Ground feedback revealed that some employees are concerned about and have the misperception that management is not supportive of the union. CMPU went on to develop a membership video showcasing HR management level personnel encouraging staff to be CMPU members.

Recruitment Platforms

CMPU also developed a strong relationship with management partners that allowed union leaders to share with new staff, during their induction programme, on how the union can value-add to them. CMPU also held recruitment drives at the company canteen.



Membership Gifts

CMPU distributed gifts to our members and new members. The gift was a travel adaptor plus a lanyard attached to a card holder. This gift set was well received by our members.

Some compliments from CMPU members:

“Thanks for the gift. It is useful for me as I travel alot.” – by Minqi, BizConnectivity Branch

“Appreciate the efforts from the Union and this year the CMPU gift is a good combination. Well done!” – by Michelle Chen, SPHE Branch



B) LEADERSHIP

Leadership Profile

CMPU has the privilege of experience and dedicated leaders guiding the union.

Below table shows our leadership profile:

Gender	No.	Median Age
Female Branch Officials	11	42
Male Branch Officials	19	49

Leadership Renewal - Flow-in, Flow-up

CMPU is watchful over leadership renewal. It is imperative that our Branch Officials (BOs) serve with not just sincerity and integrity, but also with knowledge and wisdom.

Below table shows the number of BOs who have attended relevant courses:

BCIR	ICIR	SHORT COURSES
3 BOs	2 BOs	19 BOs

Flow-on Leaders

1. Waileen Song – SPHE Branch
2. Ngoh Seng Joon – SNUJ Branch
3. Kho Swee Har – SNUJ Branch

“On behalf of the CMPU Protem, I would like to thank our flow-on leaders for their valuable contributions and selfless efforts in helping CMPU to progress from strength to strength. We are deeply appreciative and wish you the very best.” - Bro David Teo, President, CMPU

BORA AWARD 2015 recipient – Ms Waileen Song

Sister Waileen was elected into the Exco of 'Singapore Press Holdings Employees Union' or SPHEU in the late 1990s. Subsequently, she got elected in as 2nd Deputy General Secretary in 2010 – 2013 and as 1st Deputy General Treasurer in 2013 - 2016. She served as a member in the SPH Cafeteria Committee and SPH Sports & Leisure Club Committee, representing the interests of members in both of these committees.



She was a member of the NTUC Women's Development Secretariat (NTUC WDS) Committee and has organised 'Learning Journey' to SPH Print Centre for NTUC WDS Executive Committee on 14 October 2014. She coordinated the NTUC WDS visit to Exco meeting when SPHEU was a House Union last year. She was an alternate member of the U-Live committee.

Sister Waileen has been effective in helping to grow the membership of the union. She has constantly provided ground feedback on issues, which the Ex-co took it up to raise it or negotiate with the management. She has the members' interests at heart, and has from time-to-time proposed new benefits or privileges that are relevant and useful to members.

In terms of Industrial Relations, she has also actively contributed to the collective agreements negotiations and AI negotiations with management. When SPH shifted from a flat rate Group Variable Amount to Performance Bonus payout, Waileen participated actively in the discussions, with workers' interests at heart.

Sister Waileen is among our flow-on leaders.

May Day Awards 2016 – Comrade of Labour Award

CMPU is also proud to have our General Treasurer, Brother Latiff, receive the Comrade of Labour Award. His contributions to CMPU have not gone unnoticed.

COMRADE OF LABOUR

Latiff Mohideen Ghani

General Treasurer

Nominated by Creative Media and Publishing Union

Brother Latiff Mohideen Ghani is the General Treasurer of the Creative Media and Publishing Union (CMPU). CMPU was formed after the amalgamation of the Singapore Press Holdings Employees' Union (SPHEU) and the Singapore National Union of Journalists (SNUJ) on 1 January 2015.

He joined SPHEU in 1988 and was elected as a Committee Member in the SPHEU Executive Council in 2006. Although he was new then, he contributed actively by providing ideas and feedback from the ground on issues. Brother Latiff's efforts to help the workers were recognised by the union and he was nominated for the Branch Officials Recognition Award in 2008.

Brother Latiff became the General Treasurer in 2010. He was the key person handling the accounts of the union, ensuring strict governance on the usage of funds. In addition, as one of the top three leaders in SPHEU, he was involved in all Collective Agreement and annual increment negotiations for the main and subsidiary companies of SPH.

He worked tirelessly to save jobs during downturns by supporting cost-cutting measures, making appeals to the company on disciplinary cases, and helping poor performers who were not suitable for re-employment to receive ex-gratia payment or employment assistance payment. Brother Latiff played an important role in convincing SPHEU members on the merits of amalgamating with SNUJ to form CMPU. He worked the ground and spoke to the workers to clarify any queries members had and explain how the change would benefit the members.

In recognition of his positive contributions to CMPU and fellow workers, the National Trades Union Congress is pleased to present Brother Latiff Mohideen Ghani with the Comrade of Labour Award.



C) ENGAGEMENT



Women workshop (WOW project)

CMPU has a strong and active Women Committee. We strive to continually engage our women members to get together and build stronger ties through activities. One such event was the “WOW Project – Potpourri Workshop” held on 30 March 2016. 20 women members participated.

Movie Day



CMPU held a Movie Day to screen Jurassic World for our members and their families. Close to 500 members with their families joined us! The Union also organized surprise draw and some engagement games before the movie started. The Union got great feedback for this event and will continue to strive to not only engage our members but also connects with their family members.



Members Nite

CMPU organized an annual get together with union, advisors, members, management partners and staff at Scarlet City in 2015 and 2016. In 2015, the event was free for members as the Union wanted to celebrate the beginning of CMPU and also engage our members to let them more on what will be installed for members in the new union. As the event was welcomed and drew huge crowd, the union has made this our annual event to celebrate and interact with our members. This event built closer

relationships within the union. Close to 100 members and invited guests joined the event every year.



May Day Branch Engagement Programme

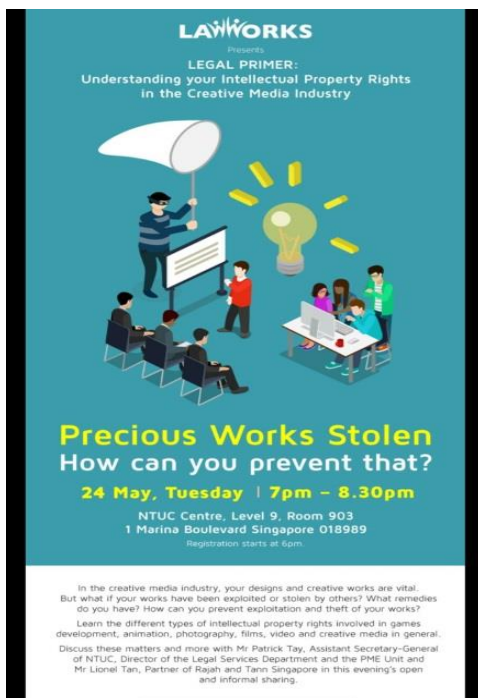
CMPU tapped on NTUC May Day Branch Engagement Programme in 2015 and 2016 to invite our members for lunch. The lunch will either be a set from Pizzahut or KFC. The Union used this opportunity to gather the members and brief them on May Day activities as well as update on union matters. Members also used that platform to raise questions on company issues or enquiries on union privileges. Each year, we will get close to 130 participants from various branches.



D) OUTREACH

Partnership with UPME & U Creative

CMPU regularly gathers feedback from the ground and acts upon it. The Union works with various partners such as UPME and U Creative to develop talks for people in the creative media industry. Many industry practitioners were commenting that they wanted to have deeper understanding on IP Rights, knowing more on contract law as well as learning new insights from experts in the industry. CMPU promptly co-organized expert series with U Creative and talks on IP Rights and contracts with UPME. Both were hugely in demand and members can also network with people from their industry.



Engagement with National Book Council, NYP & Digipen

CMPU strives to connect with relevant organisations and schools to build meaningful partnerships with them. With NYP and Digipen, CMPU organized an employment contract talk to graduating students. The talk focused on what graduates should look out for in their employment contract. The talk also aims to educate these graduates on what workplace protection and progression assistance can the Union offer to young working adults.





With the National Book Development Council of Singapore (NBDCS) and the Academy of Literary Arts and Publishing Singapore (ALAP), CMPU coordinated efforts to have some of their programmes for to be included in UTAP funding, so that our members can enjoy additional subsidies for upgrading and honing their creative skills.

Participation in U PME Week with Garena & Blowfish Studio

Nick Nash, CEO, Garena and Kenneth Tan, CEO Blowfish Studio were invited to give a workshop on “evolving online business”. This workshop is part of U PME Week, organized by PME Unit. Both Nick and Kenneth gave presentations on the future of this industry and what it takes to do well, among other things. Participants in this workshop engaged in a Q&A with them both at the end of the presentations.



Continual engagement with digital media companies

The market for digital media is strong in Singapore. With this comes an increase in the number of working people in this industry. CMPU will continue to engage digital media companies so that working people in this industry will have a voice and have their interests taken care of.